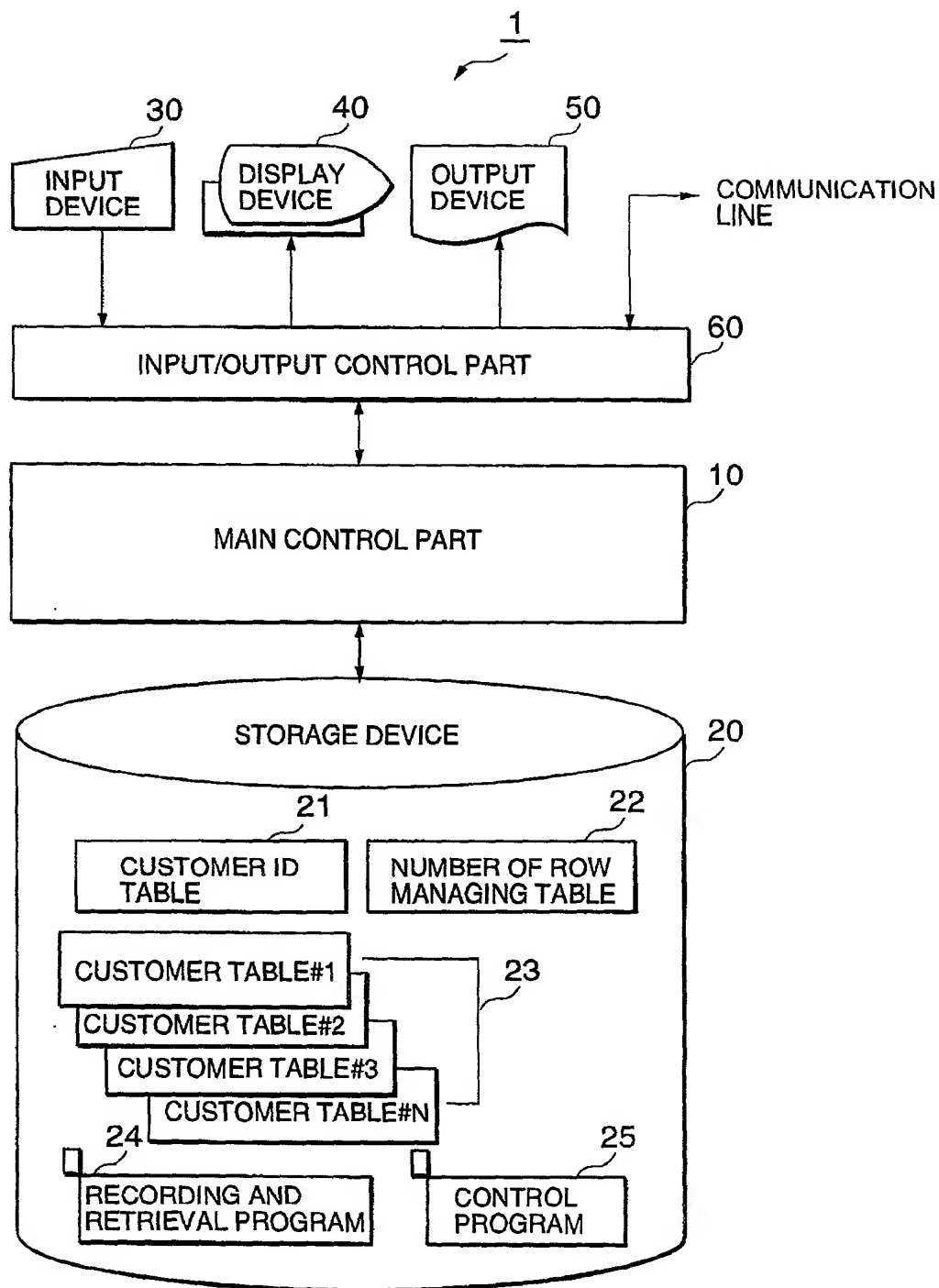


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FIG. 1



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FIG.2

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ROW NUMBER	CUSTOMER ID
No.1	CUSTOMER A
No.2	CUSTOMER B
No.3	CUSTOMER C
⋮	⋮

FIG.3

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CUSTOMER TABLE NAME	NUMBER OF ROWS
CUSTOMER TABLE #1	100
CUSTOMER TABLE #2	200
CUSTOMER TABLE #3	300
⋮	⋮

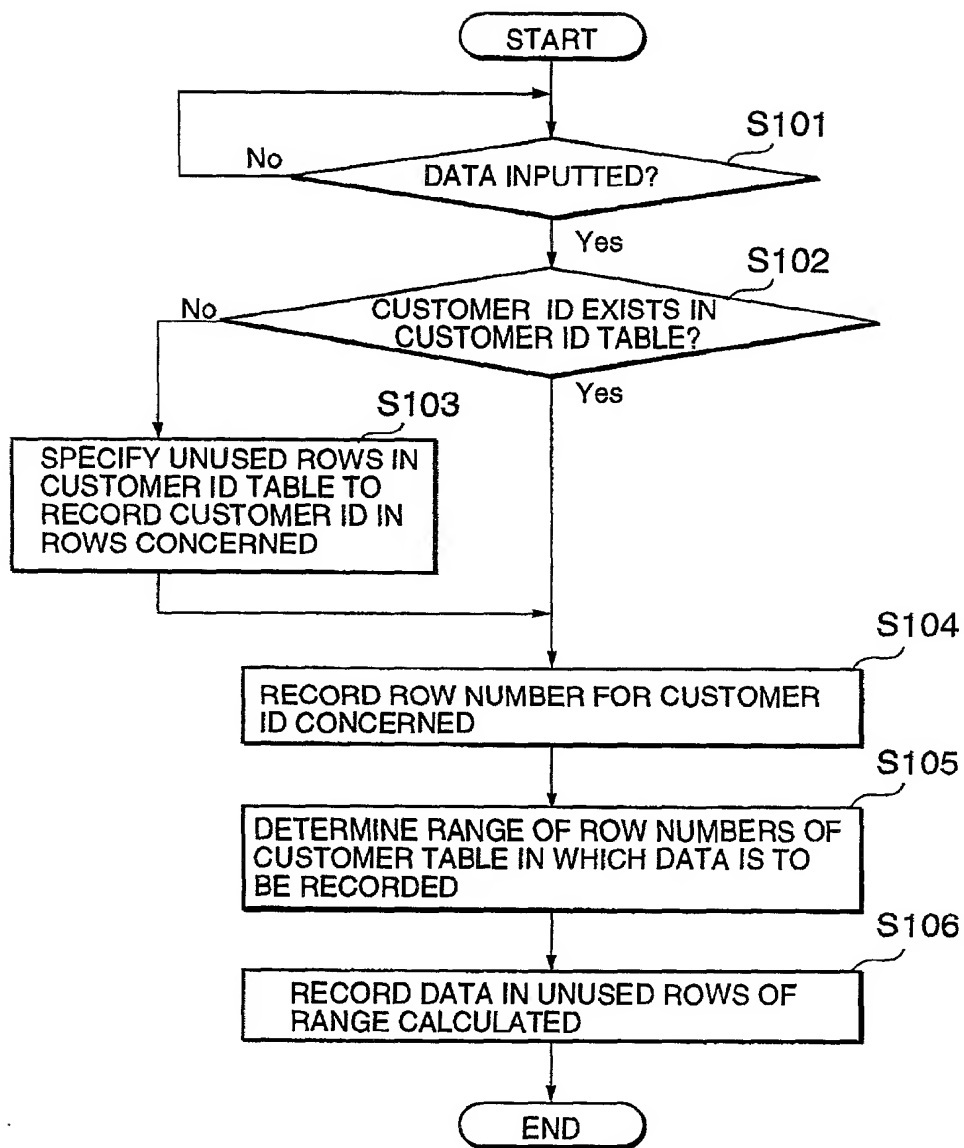
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FIG.4

ROW NUMBER	CUSTOMER ID TABLE	CUSTOMER TABLE #1 (EVENT HISTORY)				CUSTOMER TABLE #2 (PURCHASE HISTORY)			
1	CUSTOMER A	1	99/5/1	CAMPAIGN A	DM	1	99/3/4	BAG	¥60,000
2	CUSTOMER B	2	00/6/1	CAMPAIGN C	E Mail	2	00/5/10	BELT	¥15,000
3	CUSTOMER C			...		3	00/8/15	RING	¥330,000
		101	99/5/1	CAMPAIGN A	DM			...	
		102	00/2/1	CAMPAIGN B	DM				
				...		201	99/8/3	BAG	¥230,000
						202	00/5/20	BELT	¥20,000
		201		...		203	99/6/20	MEN'S WEAR	¥270,000
								...	
						401			

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FIG.5



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FIG.6

